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### **Middlesex County Office of Cultural & Heritage**

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**[www.co.middlesex.nj.us](http://www.co.middlesex.nj.us)**

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# **2016 Arts Grants Guidelines & Instructions**

**Middlesex County Board of Chosen Freeholders  
New Jersey State Council on the Arts  
Middlesex County Office of Cultural & Heritage**

703 Jersey Avenue  
New Brunswick, NJ 08901-3605  
Voice 732.745.4489  
TTY users only 732.745.3888



## **Grant Writing Workshop**

**Wednesday, September 16, 2015, 5:30 pm**  
**East Jersey Old Town Village**  
**1050 River Road, Piscataway 08854**

**To register please contact us at 732.745.4489  
or [culturalandheritage@co.middlesex.nj.us](mailto:culturalandheritage@co.middlesex.nj.us)**

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# Grant Application Timeline

**Monday, October 5, 2015 – 11:59 pm**  
Grant Applications are due

Signature Page must be postmarked by  
**Friday, October 9, 2015**

**October 2015**  
Panel Sessions

**December 2015**  
Grants awarded

**January 2016**  
Grant Contracts are due

**First Payment will occur approximately 30 days**  
**after successful completion of contract and payment vouchers**

# What Arts Grants are Available for 2016?

- Mini Grants
- Program Grants
- General Operating Support (GOS) Grants



## Who Can Apply?

- Arts Groups
- Cultural Groups
- Libraries
- Ethnic Groups
- Incorporated festivals or commemorative programs
- History Groups (for arts programs only)
- Municipalities, parks & recreation or other departments of local governments
- Divisions of Rutgers University and units of Middlesex County College are eligible, but must provide a cash match of \$2 for every \$1 of program funding requested

You must be based in Middlesex County and your funded events or services MUST take place in Middlesex County for the general public. **“Based in Middlesex County” means that 90% or more of your activities take place in Middlesex and serve the public of Middlesex. The Office reserves the right to determine eligibility based on your incorporation, tax exempt status and the locations of past programs. If we have concerns, you will be asked to document past activities in our County.**

## Funding Priorities

High priorities for all categories of funding are organizations or projects that:

1. demonstrate innovation
2. represent non-traditional collaborations
3. include culturally diverse artists
4. serve culturally diverse populations
5. hire artists who are disabled
6. serve constituents who are disabled
7. address underserved areas of the County
8. include authentic arts of ethnic cultures

***No organization or municipal group may pay a member of its Board, Committee or Commission for any services, even when these services are provided as a component of a program. No exceptions will be made as this is a conflict of interest.***

We reserve the right to demand copies of cancelled checks and/or receipts, as proof of expenses and compliance.

## Uses of Grant Funds

Applications will be accepted for:

- Dance/Music/Theater
- Visual Arts
- Literary Arts
- Graphic Arts
- Fine Crafts
- Folk Arts
- Multi-disciplinary and Multi-media

**Projects may be, but are not limited to:**

- Concerts
- Exhibitions
- Festivals
- Lectures/Workshops
- Play readings
- Poetry Jams
- Performance/Performance series
- Artistic demonstrations

**Grants may pay for:**

- Artists’ fees
- Promotional media
- Sheet music
- Technical crews (lighting, sound)
- Costume rental
- Travel directly related to the artist
- Graphic design/Printing/Copying for event, not administrative
- Supplies for the artist
- New software if applicable
- Supplies for a workshop/event
- Rentals of sound equipment for artist
- Rentals of films to be shown
- Rentals of assistive listening equipment
- Rental of a facility for event/project
- Translation services
- Sign language interpreters
- Consultant fee for audio description
- Wheelchair Ramp

## What is Prohibited?

- Administrative salaries
- Awards of any type
- Scholarships
- Purchase of artwork
- Hospitality costs
- Out-of-state travel
- Port-a-johns
- Capital or construction expenses
- General office needs or your mortgage fees
- Items with a life of 3 or more years
- Refreshments
- Reimbursement of deficits
- Re-enactments even when you hire actors
- Exhibits, when the content is historic
- Dance or music recitals
- Student Pay
- Projects with private studios or commercial entities
- Martial arts or sporting events

CAUTION: Ethnic projects must present artists that represent the specified cultural group or their resumés must document expertise in the culturally specific art form.



## **Mini Grant Guidelines**

### **\$750 - \$2,500**

#### **Can be used for Project or Technical Assistance Funding**

Mini grants may be used for Projects or Technical Assistance. First-time applicants are strongly encouraged to attend the grant application workshop, conducted by office staff. You may call or meet with staff who will gladly review application drafts. Mini grants are suggested for first-time applicants whether arts groups, municipal groups or community organizations.

#### **Project Guidelines**

A project occurs once and it has a definitive start and completion date. If more than one event is contemplated as a SERIES, the events must clearly be related by theme. For example: an art exhibit accompanied by a series of lectures; three concerts on New Jersey jazz. However, three different plays are NOT a series, as each one stands alone as a project.

#### **Matching Funds**

**Applicants must provide a cash match of \$.50 for every grant program dollar**

- Your funds may be from any outside sources (ticket sales, other grants, donations, fundraisers or memberships, etc.)
- For example, applicants requesting a grant of \$2,000 must spend an additional \$1,000 of their own cash toward the project. Thus the total budget of the project is \$3,000.

## **Technical Assistance Guidelines**

### **\$750 - \$2,500**

Technical Assistance funding under Mini grants is offered to groups that need to strengthen their organization. It is used to underwrite the fees of a professional consultant and is especially beneficial to newly developing arts groups, ADA planning, board development, formulation of by-laws, development of a mission statement, creation of an organization plan and development of marketing strategies and materials.

Technical Assistance is only available to groups constituted exclusively for the purpose of the arts. Incorporation must be in the State of New Jersey and the group must be headquartered in Middlesex County and 90% of the programming must take place in Middlesex County and serve its residents.

#### **Acceptable Uses**

- Fees to arts consultants, management, strategic planning
- Costs of board retreats, or fees to evaluate your institutional capabilities
- Fees to a graphic artist to develop marketing brochures, organizational logos, membership brochures
- Public relations or membership campaigns and related costs, such as printing, postage, advertisements
- Computerized ticket sales process
- Costs to conduct an audience survey
- Social media development

#### **Matching Funds**

**Applicants must provide a cash match of \$.50 for every grant program dollar**

- Your funds may be from any outside sources (ticket sales, other grants, donations, fundraisers or memberships, etc.)
- For example, applicants requesting a grant of \$2,000 must spend an additional \$1,000 of their own cash toward the project. Thus the total budget of the project is \$3,000.



## Program Grant Guidelines \$2,501 or more

A program occurs once. It has a definitive start and completion date. If more than one event is contemplated as a SERIES, the events must clearly be related by theme. For example: *an art exhibit accompanied by a series of lectures; or three concerts on New Jersey jazz. However, three different plays are NOT a series, as each one stands alone as a program.* You MUST include why or how the events are related.

### Cash Match

Applicants must provide a cash match of \$.50 for every grant program dollar requested. Your cash match may be from any outside sources, such as ticket sales, other grants, donations, fundraisers or memberships, etc. You will be asked to document your spending at the time of the Final Report.

For example, an applicant requesting a Program grant of \$5,000 must spend an additional \$2,500 of their own cash toward the program. The total budget of the program is \$7,500. Your Final Report will document your total budget of \$7,500. Copies of cancelled checks and/or receipts may be requested.

**You must  
HIRE NEW JERSEY ARTISTS**

**The resumé of the artist to be  
hired with these funds MUST be  
uploaded with the application.**

**NO request will be considered  
without a resumé**

## Program Grant Guidelines Continued Artistic Innovation - No Cash Match

Artistic Innovation funding should be used to create NEW artwork and contribute to a body of original artwork in New Jersey. This funding is to inspire, to foster creativity, and to encourage an applicant to take a risk by commissioning a new work. A new creation must be permanent, and capable of being played, presented, danced, sung, read, etc. by others in the future, adding a new dimension to your program.

### How is it evaluated? What will the panelists rank?

- Artistic excellence
- Creativity
- How the proposal creates a climate for the employment of New Jersey professional artists
- If the proposal provides a vehicle to support new achievements of New Jersey artists
- If the proposal provides an integral relationship to the program project request

Groups may learn that they will receive a Program grant, but have been declined Artistic Innovation money, if the criteria are not met.

### Allowable expenses under Artistic Innovation?

You may engage an individual artist to CREATE a new work that will be premiered as part of your program. Artists must be professional, experienced New Jersey artists and have a resumé that supports their artistic excellence.

**No request will be considered without resumé of the artists.**

Revivals and new arrangements of existing music  
are not considered Artistic Innovation.



## General Operating Support (GOS) Guidelines

### General Operating Support Funding

General Operating Support funding underwrites ALL organization activities during a 12-month period, rather than one program or event. You may allocate the funds toward most activities that support your arts mission. General Operating Support will improve the artistic quality of your projects or services.

Funding is equal to no more than 20% of your previous year's budget, that is not more than 1/5<sup>th</sup> of the total monies you spent last year.

GOS is for the experienced, professionally managed organization  
**You must be incorporated exclusively for the ARTS**

### GOS may be used for:

- salaries, administrative needs, office supplies, office and program space fees
- to strengthen administrative capabilities
- to underwrite continued programming and expanded programming

Funding will be based on the funds available for granting to local groups.

### GOS applicants must satisfy the following:

1. incorporated as a NJ not-for-profit organization for more than 2 years
2. obtained 501(C)(3) status and current with all filings
3. hire mostly New Jersey artists
4. proven artistic excellence
5. demonstrate sound administrative and financial capabilities
6. utilize principles of long-range planning
7. comply with Title II of the 1990 ADA law

***GOS applicants are required to submit an ADA PLAN.***

## General Operating Support (GOS) - Criteria

### Audit or accountant's letter requirement

**You MUST provide one of the following:**

- an audit from your accountant
- copy of last year's Federal tax return to the IRS
- letter from your accountant certifying the expenses of your group for the previous year

### Grants may pay for:

- Artists' fees
- Teaching Artists' fees\*
- Sheet music
- Printing or copying
- In-state travel directly related to programming
- Fees for technical crews (lighting, sound, set design)
- Supplies for artists, workshops or events
- New software if you can make an argument that it is needed for your administration
- Sound equipment rentals
- Translation in order to reach a diverse culture or population
- Graphic design for any need
- Administrative expenses
- Program staff
- Membership campaigns
- Supplies for administration
- Film rentals
- Costume rentals

- Media ads for promotion
- Sign language interpreters, audio description

### What is prohibited:

- Scholarships
- Awards of any type
- Purchase of art work
- Refreshments
- Out-of-state travel
- Hospitality costs
- Reimbursement of deficits
- Capital or construction expenses
- Items and equipment with a life of 3 or more years
- Fundraising campaigns
- Paying Students

\*ONLY when the grant is clearly a series of educational experiences



## Arts Grant Evaluation Criteria

### What will the panel consider?

Your application will be evaluated by a panel of independent arts professionals.

### A panel evaluator will rank your group on:

1. prior funding history, if applicable
2. administrative abilities
3. support materials
4. overall budget and how realistic it is to your project or organization
5. artistic merit
6. planning/development
7. relationship of your project or mission to the needs of the community
8. capability to carry out the proposed project or plans
9. need, promise and potential of your project or organization

## Cautions

- You must **HIRE NEW JERSEY** artists unless prior approval is obtained from the Middlesex County Office of Cultural & Heritage.
- The resumé must be submitted, so the artistic merit can be assessed.
- All funded events must take place in **Middlesex County**
- Projects must have a **public** audience.
- Although worthy, our funds cannot be used to pay students, even when the young people present a theater or music program.
- Projects cannot take place during the school day, in a school setting, without a **well-defined and promoted public component - NO EXCEPTIONS.**
- Information found on the artist's website does not serve as their professional resumé or biography. You must upload the resumé provided by the artist.

## Legal Compliance American with Disabilities Act (ADA)

The ADA law was enacted in 1990 and applies to you! ADA is Civil Rights Legislation. If you are not in compliance with the law, you are denying a person with a disability his or her Civil Rights. You are required by law to remove barriers to participation when it is “readily achievable” to do so and could be done without “undue hardship.”

More importantly, persons with disabilities can expand your audience, and bring much to your programming. You should always seek to include persons with disabilities as part of your constituency and among the artists you hire.

### ALL applicants must complete ADA Forms or submit an ADA Plan online

**Groups receiving negative Panel Comments on ADA are required to attend an ADA workshop offered by the Middlesex County Office of Cultural and Heritage or the Cultural Access Network.**

**NOTE: ADA workshops are available for all grantees to attend.**



## Middlesex County Arts Grant Timeline & Process

### **Local Groups Grant Writing Workshop - Wednesday, September 16, 5:30 pm**

The Middlesex County Office of Cultural & Heritage holds a workshop and clinic to help potential applicants through the grant process.

### **Submit Applications Online – by 11:59 pm, October 5, 2015**

No paper applications are accepted. Applicants will be required to enter their FEIN/EIN Employer Identification Number. You will upload supporting documents, such as resumés or publications, into the application.

### **Grants are Reviewed – October 2015**

### **Grants Awards Announced – December 2015**

Middlesex County Office of Cultural & Heritage staff will determine your organization's eligibility for funding based upon successful completion of an application, past performance and incorporation status. A panel of independent professionals, with high-quality expertise in arts fields, will evaluate your proposal. The panel of arts professionals and the Middlesex County Cultural & Heritage Commissioners prepare recommendations for review by the Middlesex County Board of Chosen Freeholders, which approves all grants.

### **Award Letters – January 2016**

An award letter will be mailed to you with a copy of the panel's comments and stipulations for funding. A revised budget may need to be submitted if we are not able to fund your entire request.

### **Contracts – January 2016**

A contract for your grant award with processing instructions will be emailed to your organization. After your signed contract is received by our staff, it will be forwarded to the Clerk of the Board and the Freeholder Director for signature.

### **Payments**

Miscellaneous Payment Vouchers will be issued and emailed to your organization. Payment will be issued in two installments. The first payment, 75% of the award, will be issued approximately 30 days after successful completion of the grant contract with a signed Miscellaneous Payment Voucher. The second and final payment, 25% of the award, will be issued following the successful completion of a Final Report with a signed Miscellaneous Payment Voucher.

## Evaluating

Grants are monitored with on-site evaluations. Failure to meet the conditions of your contract may result in a portion or all of the final payment being rescinded. A **Project Event Change Form – Notification to the Office** will be available online and must be completed and uploaded. This includes changes in dates, location, artists. Organizations should retain copies of invoices and obtain receipts if goods or services are not paid by check. The Office reserves the right to demand written documentation of expenses. Retain your records for five years.

## Final Report

A Final Report is required for all grant recipients and must be filed 30 days after the completion of the grant funded project. Final payment will not be issued without a Final Report, and a Final Report is mandatory for groups planning to apply for the 2016 grant cycle.

## Legal Notice

### **Liability**

Middlesex County and the Middlesex County Cultural and Heritage Commission shall not be held liable for work they have funded that is plagiarized or fraudulent, or which contains inaccurate content. Middlesex County and its staff shall not be held liable for the safety, security or comfort of persons participating in funded events. An award of a grant does not constitute the endorsement of the final product by the Middlesex County Cultural & Heritage Commission. Grantees and their boards shall be held liable for any and all of the aforementioned and must carry proper insurance that names the County of Middlesex as "additional insured."



## Support Materials

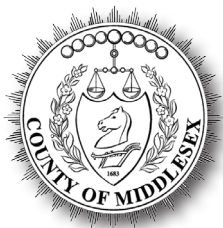
The following materials can be uploaded to your application:

1. Resumés or biographies of consultants or artists to be hired
2. Brochures, flyers and press clippings
3. If new, submit articles of incorporation and IRS 501 (c) (3) status letter
4. ADA Plan - For GOS applicants only
5. Audio and video files

## CREDITS – Remember to Acknowledge the Funders

In **ALL media announcements and printed materials** such as websites, newsletters, brochures, posters, invitations, books, press releases, flyers, podcasts, social media, radio, video, TV – you **MUST CREDIT the Middlesex County Board of Chosen Freeholders, Cultural and Heritage Office, and the New Jersey State Council on the Arts**. Local and state officials have supported your efforts – please recognize their assistance with proper credits, as seen below and **NO smaller than 10-point type!**

This program is made possible in part by funds from the Middlesex County Board of Chosen Freeholders, Office of Cultural and Heritage, and the New Jersey State Council on the Arts.



[www.co.middlesex.nj.us](http://www.co.middlesex.nj.us)  
[www.jerseyarts.com](http://www.jerseyarts.com)  
[www.nj.gov/state/njsca/index.html](http://www.nj.gov/state/njsca/index.html)

## Frequently Asked Questions

### 1. Can I apply in more than one grant category?

Organizations may apply for only **one** category of funding in any grant cycle, so choose carefully which type of funding you will request. From year to year, you may change the category in which you seek a grant. You may obtain both a History and an Arts grant in the same year, but for different projects.

### 2. Can I use my board member as a consultant?

No organization or municipal group may pay a member of their Board, Committee or Commission for any services, even when these services are provided as a component of a program. No exceptions will be made as this is a Conflict of Interest.

### 3. I'm a new applicant, what are my chances of receiving funding?

New applicants and previous grantees have an **equal** chance of funding. The intent of the grant is to assist emerging arts groups and to encourage artistic excellence on a local level. Therefore, all applicants submitting outstanding proposals or presenting innovative programming ideas will receive equal consideration.

### 4. Can my group apply for both County and State Funding?

Organizations may NOT receive grants from both the Middlesex County Office of Cultural and Heritage and the NJ State Council on the Arts, in the same funding cycle. Nor will Middlesex County accept applications from groups also applying to another County Cultural and Heritage Commission or County Arts Council.

### 5. Can I use my grant to pay students or give monetary awards?

Our funds cannot be used to pay students, even when the young people present a theater or music program. We will not pay students to perform in a play, dance or music recital, although you may pay teaching artists to work with young people, but **ONLY** when the project is clearly a series of educational experiences.

### 6. When does the Office deny funding?

Many factors go into the funding decisions. The evaluation by the peer review panel is usually the most direct explanation. An evaluation that is not particularly strong indicates that all members of the panel agreed to a variety of weaknesses in the organization, program or project as evident from their review of the application. In the event the panel misread an application, applicants may appeal the decision by indicating those comments they believe are in error and cite parts of the original application submission where the misinterpretation occurred (no new information can be introduced in this process).



## Other Services Available

### Technical Assistance Workshops

Open to all - seminars with recognized experts, in all aspects of arts and cultural management, administration and fundraising for staff, boards and other volunteers. Most sessions are offered free of charge but require advance registration.

### Staff Assistance

The Office has full-time staff available to assist groups with problems, grant proposals, networking and other concerns that may arise during the year. Organizations need not be grant recipients to receive assistance.

### Lending Library

A comprehensive lending library is available, consisting of over 2,000 publications, in all categories pertinent to arts, arts education, grant writing, preservation, local history and management of a historic group. Borrowing a book will soon be an online process.

### For Persons with Disabilities

For all Office workshops, events and meetings, assistive listening services are available. Additionally, the services of a sign language interpreter for the hearing impaired are available, provided two weeks advance notice of need is received. Guidelines and brochures are available in large print and Braille. The Office will gladly assist in the preparation of grant applications for persons with disabilities.

### Resources

You may access our website, [www.co.middlesex.nj.us](http://www.co.middlesex.nj.us) for helpful and interesting publications and resources:

- Get the Word Out Marketing Guide
- Grant Writing Guide
- Cultural Directory
- Year of the Dragon
- Like the Seeds of a Pomegranate
- Podcasts

## How to Submit an Online Arts Grant

1. To apply, visit [www.co.middlesex.nj.us](http://www.co.middlesex.nj.us). Click on the How Do I? tab on the right and click on Arts Grants in the **Apply For** category on the left (add this link to your favorites for easy access.)
2. **Returning applicants:** Please maintain the same account from year to year and just log in.
3. **For new applicants:** Click sign-up to register and create a password. Check your email and confirm registration. Begin a new application for the 2016 cycle.

## Important Online Settings/Information

### Browser Settings

- Internet Explorer 8 or higher is recommended. The application is also compatible with Chrome, Safari and Firefox.
- Set your browser to “accept cookies” as this feature must be activated to complete all forms. You can always return to your preferred settings once the grant is submitted.
- If a window pops up on your computer screen that asks whether to “allow all content” or only allow “secure content,” you must click “allow all content.”

### Password Access

- If you wish for more than one person to work on the grants (for instance, the treasurer of your group to complete the budget section), then you must use the same password for your organization.

### Application Process

- Online application will request your Organization’s FEIN/EIN Employer Number to verify your non-profit status.
- For narrative questions, you may copy text from a Microsoft Word document and PASTE the text into the narrative boxes. This feature is for TEXT only.
- Saving your work is done automatically for you when you navigate from one page to the next.
- Be sure to click ‘save and exit’ in order to save your work and go back to the documents at another time.
- All supporting documents will be uploaded as PDF documents. Follow instructions in the forms.
- You will receive an email acknowledging the receipt of your application.
- Print a copy of the receipt for your files as a record of your application.

### Application Signature Page: Print and Mail

- Print **one copy of the signature page**, obtain the appropriate signature and mail this page to the Office. It **must be postmarked no later than Friday, October 9, 2015**. This is the only item to be submitted in hard copy.